

Downtown Improvement Association Strategic Implementation Plan

Presentation to Leesburg Town Council

May 28, 2008



Downtown Leesburg

The only constant is change...



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The Road Map

In 2007 the Council requested the Downtown Improvement Association deliver a road map for downtown Leesburg.

Tonight, the DIA presents this strategic implementation plan.

DIA

Mission

The Downtown Improvement Association envisions an economically and culturally vibrant downtown that respects Leesburg's history, addresses present needs, and anticipates future issues through the creation of a strategic implementation plan.

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DIA Members

**Over 50 stakeholders have collectively contributed over \$50,000
and thousands of hours of volunteer service**

Bobbie Skerrett
Michael O'Connor
Peter Burnett
Kevin Ruedisueli
Bob White
Howard Armfield
Peter Lunt
Chip and Jill Gruver
Andy Johnson
Ron Rust
Dieter Meyer
Elizabeth Ruppert
Barbara Williams
Don Culkin
Scott Gustavson
Carrie Whitmer
Stilson Greene, Joe Ritenour,
Rhonda Paice
Jim Sisley
Keith Seekford
Brad Gable, Ed Weatherall
David Moyes
Al Storm, Al Hansen
Fred Morefield

Red Dog Company
O'Connor & Fierce
Burnett & Williams
KR Architect
Landmark Realty
AH&T
Market Station
Gruver & Cooley
Loudoun Cares
Thomas Birkby House
Leesburg Crossroads
Ruppert Properties
Barbara Williams
210 Wirt Street
Windward Commercial
Lightfoot
Marquis Investments
Paladin Real Estate
Moore Clemens
Southern Trust
Moyes and Levay
DBI Architects
Fred Moorefield

Joanna Coston
Jan Zachariasse
Shirley Pearson
Rich and Sally Vaaler
Gregory Jay
Prescott Engle
Gordon Mcdowell
Blake Fellows
Stanley Caulkins
Alice Frazier
Karen Jones, Karen Quanback
Dave Bowers
Bob Brown
Sean and Kevin Malone
Derege Denu
Cheryl Kilday
Jack Cook
Karl Riedel
Mark Jeffries
Tom O'Neil
Dianne Capilongo
Jeff Megee
Chris Leferve
Paul Reimers

Loudoun Land Partners
Waterford Development
Shirley Pearson
Sperry Van Ness Realty
Virginia Commerce Bank
Engle Paxson & Hawthorne
Mcdowell Custom Kitchens
Potomac Financial Group
Caulkins Jewelers
BB&T
Loudoun Museum
Santec
Brown-Carrera Realty
Tuscarora Mill Restaurant
Access National Bank
Loudoun County Visitors Assoc.
John H Cook, III
Karl Riedel Architecture
Mark Jeffries Engineering
O'Neil Architects
Cardinal Bank
Patriot Contracting
K3 Construction
PR Construction

The Scope

Guiding principles

- **Protect historic assets, retain charm, foster community pride**
- **Promote health, safety and quality of life**
- **Promote public/private partnerships for downtown programs and initiatives**
- **Address need for critical mass with appropriate design principles**
- **Support a regulatory process that is predictable, measurable and time-bound**

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The Work

What we did

- **Met with leaders and stakeholders**
- **Contracted with the Urban Land Institute for a two day Technical Assistance Panel**
- **Reviewed community reports/existing studies**
- **Received a tremendous amount of local and regional media exposure**
- **Worked closely with the Town and County governments**



Enlisted the Technical Assistance of the Urban Land Institute

Douglas M. Wrenn (Panel Chair)
Rodgers Consulting
Germantown, Maryland

Dennis Carmichael
EDAW
Alexandria, VA

Yolanda Cole
Hickok Cole Architects
Washington, DC

Bill Dickinson
The Rappaport Companies
McLean, VA

Josh Dix
PN Hoffman, Inc.
Washington, DC

Noah Mehrkam
The Arcland Group
Washington, DC

McDuffie (Mac) Nichols
Economics Research
Associates
Washington, DC

Mary Petersen
Cassidy & Pinkard Colliers
Washington, DC

Gary W. Stith
Montgomery County, Silver
Spring Regional Services Center
Silver Spring, MD

Bryce Turner
Brown Craig Turner
Baltimore, MD



The panel tours downtown Leesburg

The Urban Land Institute Conclusions: **Historic District Challenges**

- Downtown is not sharing in prosperity of surrounding area
- Historic District commercial base is very fragile
- The retail sector in the downtown is weak
- There is a lack of services, diversity of housing and activity on the street
- There is uncertainty about the relocation of the County Government and the expansion of the Courthouse
- Development of successful projects downtown is difficult
- Traffic pattern is not pedestrian friendly

DIA and ULI critically reviewed:

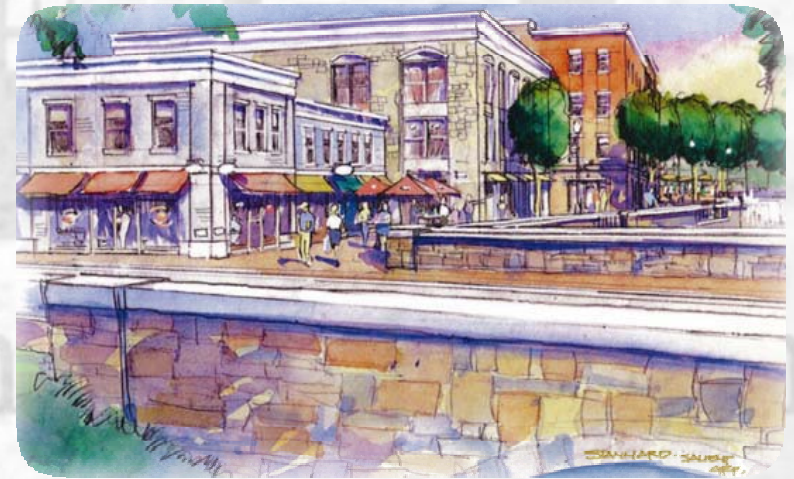
- **Private investment**
- **Public/private initiatives and programs**
- **Public infrastructure improvements**

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Private Investment

- **Pending construction:**
 - Leesburg Central 24,000 sf
 - 202 Church Street 10,000 sf
- **Applications in process:**
 - Offices at Georgetown Park 50,000 sf
 - Waterford at King Street 157,000 sf
 - 209-211 Church Street 10,000 sf
 - 6-12 Loudoun Street 17,000 sf
 - Courthouse Commons 13,000 sf
- **Potential projects:**
 - Tea Room annex 5,000 sf
 - 204 South Street 8,000 sf
 - LTM/Arundel site 97,000 sf
 - Gustavson Expansion 47,000 sf
 - Court Expansion (2012) 60,000+ sf
 - Laurel Brigade 15,000 sf



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Private Investment

This potential of over 400,000 sf and \$150,000,000 in private construction will allow for:

- **Tax benefits filtering back into the community (boosting commercial tax base in keeping with the Town Plan)**
- **The potential to provide over 1,000 new jobs**
- **Larger retail and office spaces to support regional and local retail mix**
- **Expansion opportunities for existing businesses**

Green Tape Review Process

ULI recommends, DIA endorses

Assign a Project Manager to facilitate review

Create a Development Review Committee

Commit to a time-bound review process



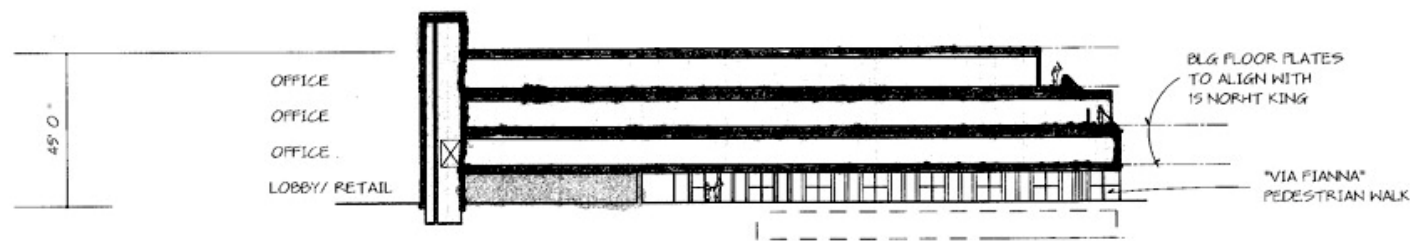
DIA Goals

Predictability is paramount

- **A project should take no longer to approve than it does to build**
- **Only have regulations that are enforced**
- **Promote a consistent time-bound regulatory process to attract quality investors**
- **Institute submission parameters including dispute resolution**
- **Strive to shorten review process as it substantially reduces costs**

An example of how to increase critical mass without changing human scale and historic feel

Gustavson Project, 10 West Market Street



DIA critically reviewed the ULI report

- **Private investment**
- **Public/private initiatives and programs**
- **Public infrastructure improvements**

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Public/Private Initiatives

- Parking management
- University/Education Center
- Performing/Visual Arts
- Downtown Improvement Association (downtown revitalization effort)
- Street cleaning and beautification
- Engage in the expansion of the Cornwall Hospital campus
- Re-route the Trolley
- Targeted retail mix & leasing plan
- Consolidated website
- Partner with JTHG/LCVA
- Public Art
- Pocket gardens
- Wi-fi

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Public Infrastructure Improvements

The infrastructure improvements will connect the activity nodes in downtown and create multiple points of interest (the Ten Great Places Theory).



Place-making

What makes great neighborhoods? Great downtowns? Great districts?

Great neighborhoods and districts succeed because of the good smaller places within them, which added together equal more than the sum of the parts. It is these small spots that define a place and reveal the richness and depth of its social life. (www.pps.org)



Plan Downtown Leesburg as an Urban Park

- **Maintain downtown according to Ida Lee standards**
- **Identify and link cultural and social spots**
- **Bring people together and add life to the street**
- **Make the whole downtown walk-able**
- **Encourage use by all people (all ages, backgrounds)**

***If you design downtown around people,
not cars, you will attract people not cars***

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Planning & Design



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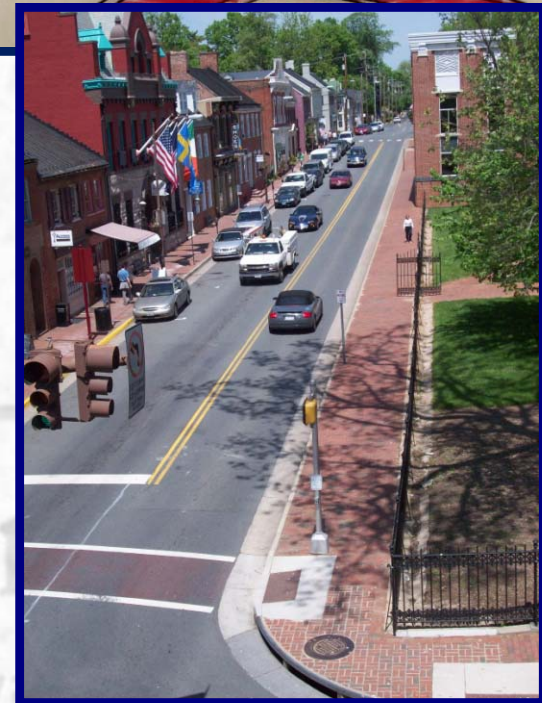
Public Infrastructure

- King Street Corridor
- Church Street Corridor
- East End Triangle
- The Esplanade at Market Station
- The Alley
- Loudoun Street
- Market Street sidewalk “patch”
- North Street-Pennington to Hospital
- Gateways and King Street Bridge
- Liberty, Wirt and Royal



King Street Corridor:

- Sidewalk widening along King Street to accommodate outdoor café and pedestrian friendly sidewalks with complete streetscape elements (trees, benches, trash cans). Comprehensive design from North Street South to the Bridge at 222. S. King Street. Reduce visual clutter, consolidate signage. Design to look at Market and Loudoun Street as they tie into the King Street Corridor. Provide visual continuity through a simple and inviting design. Tie in with set-back of the Courthouse fence.



Church Street Corridor

- Create continuous sidewalks from Pennington south of Loudoun Street to the Jones Plaza at Waterford. Improve transition between Market and Loudoun Street with sidewalks and perhaps cobblestone.



East End Triangle

- Create sidewalks on both sides of Loudoun and Market Streets. Install an iconic entrance feature (perhaps using the Mighty Midget). Add speed tables and cross walks at east and west ends.



The Esplanade at Market Station

- Install box culvert and deck over existing storm drainage to create urban park-like pedestrian path. Add bus stop. Will connect to Crescent District and water feature. Public and private opportunity.



The Alley Project

- Implement streetscape improvements in the Alley according to the previously proposed Alley Project. Good private/public opportunity for creation of reversed frontage.



The Alley has the potential to become a vibrant space.

Loudoun Street

6-12 Loudoun Street

- A Public Private Partnership project at 6-12 Loudoun Street including visitors center, public restrooms, green roof top park and other important civic uses. Link to the rose garden, Loudoun Museum children's garden and the alley project.

- East Loudoun Street sidewalk alignment at Church Street and sidewalk widening going east up the hill.



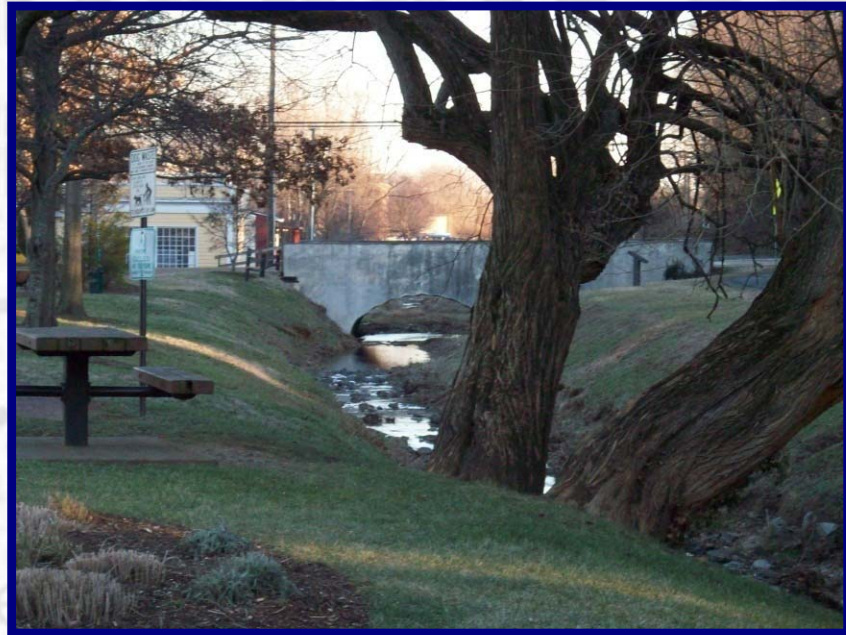
Courthouse Grounds Improvements

- Light and irrigate Courthouse Grounds (County/Courts). Animate both sides of King Street with sidewalk widening. Move the fence back and widen sidewalk on King and Market Street.



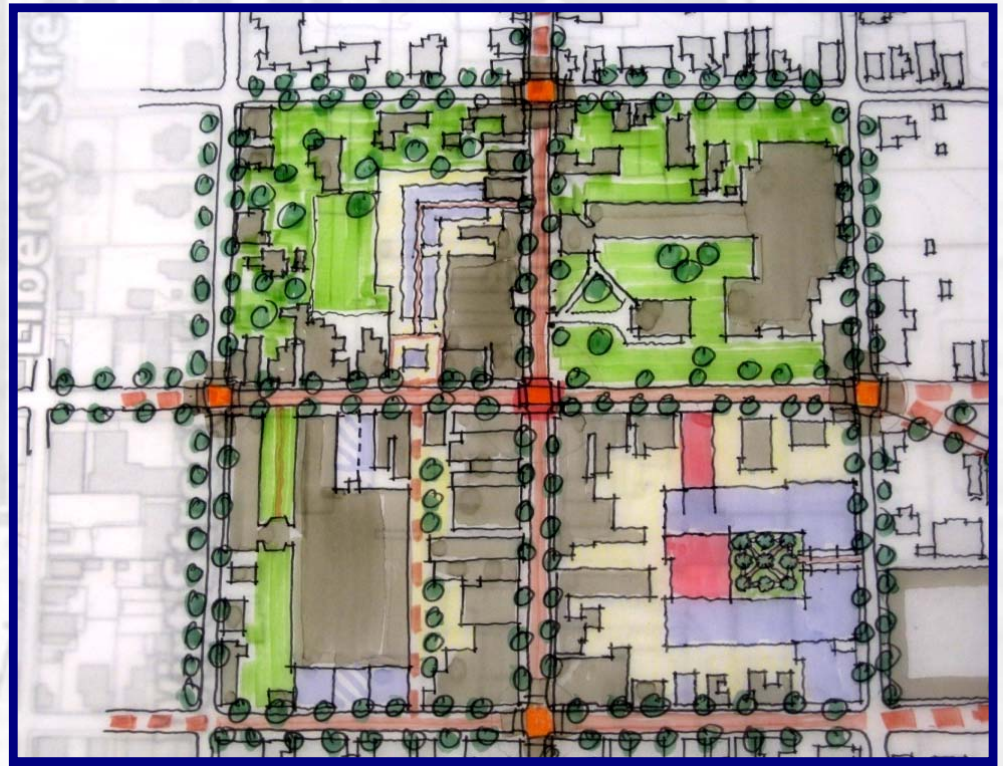
Other Infrastructure Improvements

- Gateways and King Street Bridge
- Sidewalk patches at Liberty, Wirt, Market, Royal and along North Street



Traffic Calming Measures

- Speed tables at all major intersections in downtown
- Consider speed limit reductions
- Control traffic at sites outside of downtown where it feeds into Downtown
- Encourage use of the by-pass as a through route

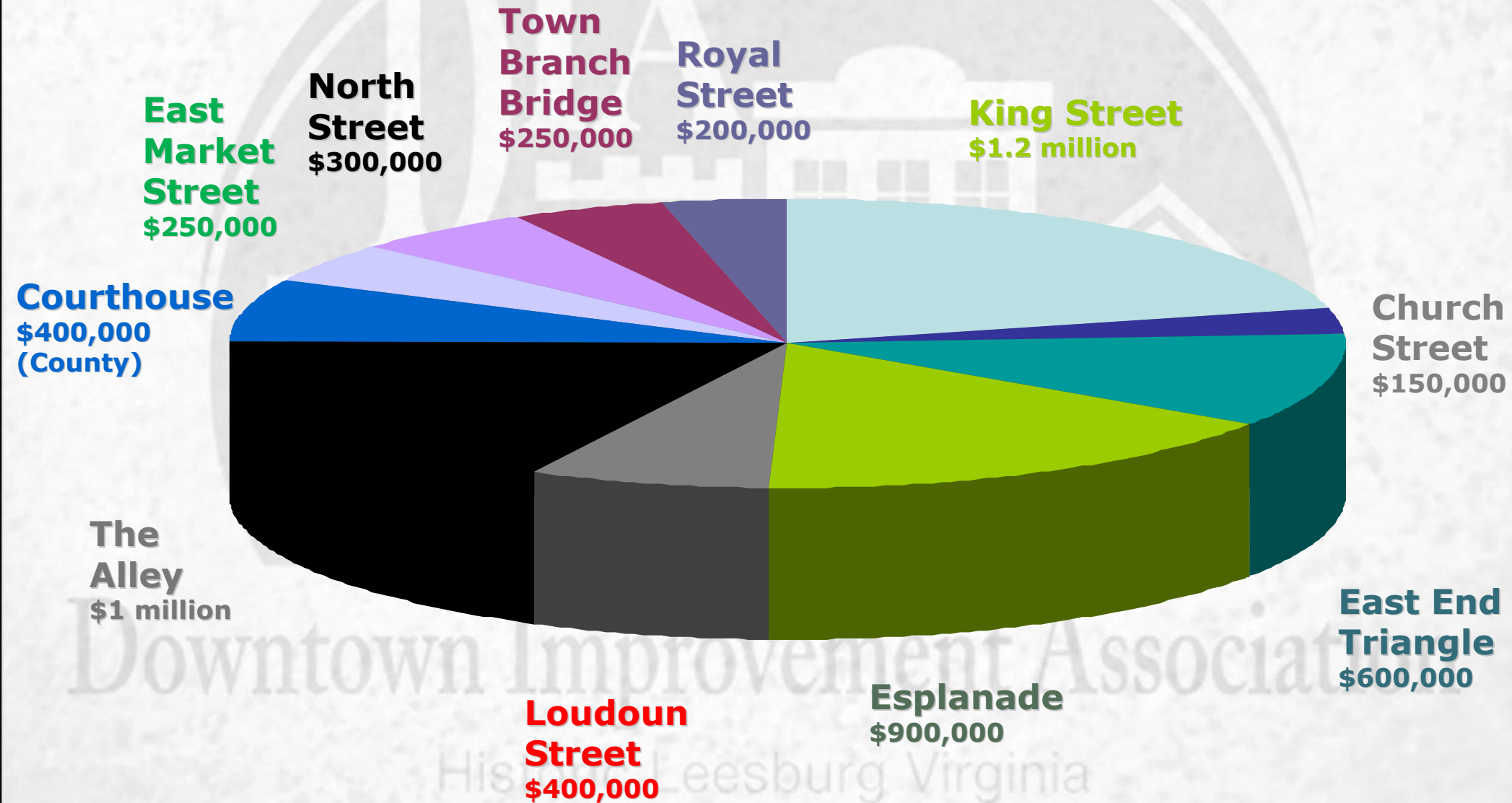


Parking Strategies

- **Host a Parking Summit**
- **Maximize use of municipal garages including lighting and signage improvements**
- **Investigate parking strategies such as the Pasadena example of returning parking revenue back into streetscape and alley beautification projects**
- **Consider strategies outlined in the “High Cost of Free Parking” by Donald Shoup**
- **Consider redevelopment of the Liberty Street lot**

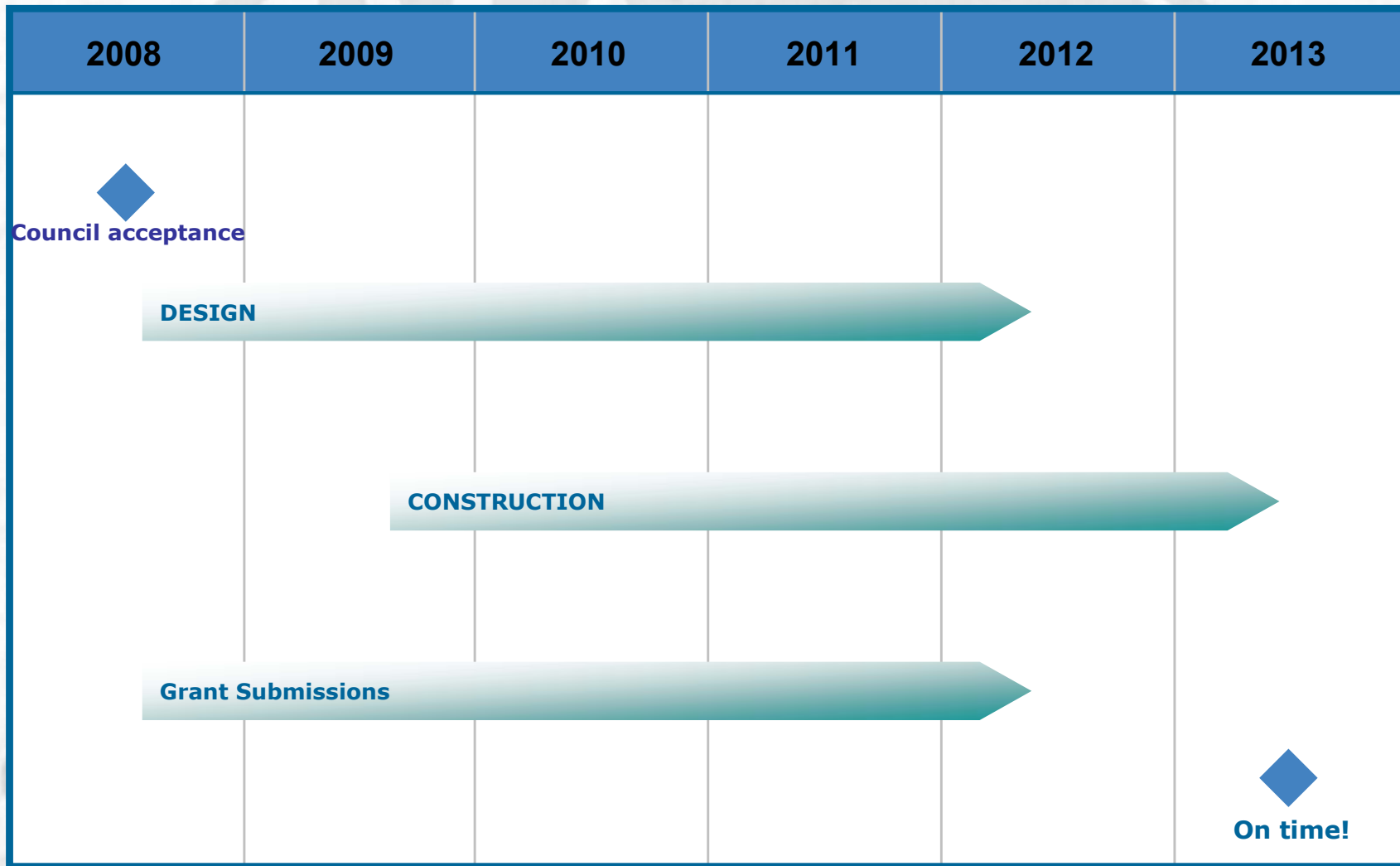
Public Infrastructure Costs

Town of Leesburg \$5.25 million



Infrastructure Timeline

Public/Private Initiative



The Funding

The DIA supports the use of the \$750,000 Economic Development Reserve Fund to finance bonds to pay for the Public Infrastructure improvements. Maximizing the use of this fund for five years will afford the opportunity to absorb any additional project costs into the sixth year of the CIP.

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The Results

What will downtown Leesburg achieve if the road map is followed?

- Reduction of the residential tax burden
- 1,000-2,000 new jobs
- Retention of the historic fabric and small town ambience
- The potential for a performing arts center, university, and residential variety downtown
- A strong retail and entertainment amenity base

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The Results, con't.

- The preservation and maintenance of historic structures and promotion of high-quality architecture
- Support to the existing small, independent businesses in downtown and in the greater business community of the Town and County
- Increased pedestrian safety & accessibility
- Improved quality of life

If you design downtown around people, not cars, you will attract people not cars

The Action

DIA requests that Council:

- **Accept this report tonight**
- **Direct Town Manager to critically assess the plan and report back in 30 days**
- **View and implement infrastructure improvements as a comprehensive package**
- **Recommend project oversight by Town Manager's office**
- **Commit to a completion date and track progress**

**Doing something
now is our
only option**

